

EXPOSURE TO OOH AND ITS EFFECT ON CONSUMER'S BEHAVIOR

Outdoor advertising increases consumer's engagement with brands and greatly affects purchase decisions in favor of advertised brands.

Croatia, September 2020.

88%

notices outdoor ads
every week

57%

notices outdoor ads
every day

62%

engages with advertised
brand after seeing its outdoor
ad; searches the product/
service online or visits brand's
social media account

75%

takes action after seeing
brand's outdoor ad; visits
restaurant, physical store or
webshop, sees the movie,
purchases the ticket for the
event